

**FIRST 5 CALIFORNIA
CHILDREN AND FAMILIES COMMISSION
July 20, 2006**

**Department of Social Services
744 P Street – Auditorium
Sacramento, CA 95814**

MINUTES

Agenda Item 1 – Call to Order

Chairman Ramirez called the meeting to order at 9:03 a.m. He announced that the agenda items would be rearranged to move the closed session agenda items to the lunch break in order to accommodate Commissioners' schedules and travel plans.

Agenda Item 2 – Roll Call

Commissioners Present:

Don Attore
Alice Walker Duff
David Kears
Eliseo Medina
Hector Ramirez
Louis Vismara

Ex-Officio Commissioners Absent:

Scott Himelstein
Joe Munso

Agenda Item 3 – Approval of Minutes

Commissioner Walker Duff requested that the May 11, 2006, Commission meeting minutes be edited to correct a typographical error.

PUBLIC COMMENT: None.

ACTION: Commissioner Medina moved, and Commissioner Kears seconded, that the Commission approve the May 11, 2006, Commission minutes as amended. The motion was approved unanimously.

Agenda Item 4 -- Chairman's Report

Chairman Ramirez reported on the following activities:

He has been attending regional and individual meetings throughout the state and has visited Del Norte, Southern California, Sacramento, Bay Area and Northeast Regions. He will be in contact with the Sacramento Region to schedule a follow-up visit.

First 5 California launched its mobile "Hands-On Health" van to educate families on the importance of children's healthy development. The traveling exhibit is a grassroots, interactive effort to address key health issues facing young children. The exhibit is visiting family-friendly destinations including county fairs, children's museums, zoos and amusement parks in every region of California. "Edutainers" use storytelling, music and entertainment to promote good health practices. Already, in just

a month, the van has had more than 20,000 visitors and has garnered several positive press articles and photos.

The van recently stopped at the National Council of La Raza Annual Conference in Los Angeles where Governor Arnold Schwarzenegger and Mayor Antonio Villaraigosa visited and raved about the van and First 5. Executive Director Kris Perry and Chairman Ramirez joined the Governor, the Mayor and children at the exhibit.

Chairman Ramirez will appear with First Lady Maria Shriver and the van in Watsonville on July 21 to promote children's access to existing services such as health insurance. First 5 California worked with Health & Human Services Agency to include local grantee participation.

First 5 California launched an e-bulletin to inform more than 2,000 stakeholders about First 5 programs, events and news. The first bulletin announced the mobile outreach van.

Ms. Perry joined KCET officials in New York last month to accept the distinguished Peabody Award for *A Place of Our Own/Los Niños en Su Casa*. The Peabody Award is among the most prestigious awards in the electronic media industry.

Chairman Ramirez participated in a press conference with the Governor and Health and Human Services Secretary S. Kimberly Belshé in Fresno regarding increased enrollment in the Health Access for All Children program.

Chairman Ramirez thanked Ms. Perry for her contributions and commented that due to the relationships with the counties and local stakeholders, First 5 is creating "quite a buzz" across the state about its programs.

PUBLIC COMMENT: None.

Agenda Item 5 – Executive Director's Report

Ms. Perry reported activities on the following:

ADMINISTRATION AND FINANCE

Recognition of Commissioners

First 5 recognized former Commissioner Sandra Gutierrez for her contributions to young children in California and her service on the First 5 California Commission at the Annual Association Conference in May 2006. As a First 5 Commissioner for seven years, Ms. Gutierrez brought unique insight and vision that helped make the First 5 California mission a reality. She helped to expand programs and services to ALL California children, especially those who have historically been the hardest to reach, including children of migrant farm workers and children with special needs. Her contributions included the following:

- Creating the Committee on Diversity, ensuring that all our programs reach all California communities,
- Making progress in early childhood education by initiating the Family, Friend and Neighbor Child Caregiver project, and

- Helping to address high staff turnover and retention of family childcare providers through the CARES program.

The Commission will honor the contributions of former Vice-Chair and Commissioner S. Kimberly Belshé later in the day. Former Chairman Rob Reiner and Commissioner Elizabeth Rice Grossman will be honored at a later date.

Staff Update

Ms. Perry introduced new Chief Deputy Jerri Dale, who came to First 5 from the Board of Equalization, and Director of School Readiness Yvette Rowlett, who came from the California Department of Education. The following staff left First 5 California for other career opportunities: Brad Elftmann, Myrtle Jones, Irene Kwan-Carey, Monet Parham-Lee, Jennifer Pulley, Arlene Sakazaki and Lance Vayder.

State Audit

The Bureau of State Audits is still working on its audit of the State Commission. A draft report is expected in September.

PROGRAM AND TECHNICAL ASSISTANCE

Collaboration

State staff met with a wide range of groups, from small population counties to representatives of the Governor's office, to share information about best practices and to support counties and other stakeholders.

Strategic Plan

The State Commission will soon develop a new agency-wide strategic plan that will prioritize and guide Commission-funded programs and a media strategic plan. The Strategic Plan will be developed in January 2007 in order to be in place July 2007. A facilitator will be engaged for the process and input will be solicited from State Commissioners, County Representatives and other stakeholders. A process will be proposed to the Commission at the October meeting.

Migrant Education Even Start (MEES)

The MEES program will present evaluation data at the October Commission meeting on the impact its effort have had on young children of farm worker families.

Special Needs Project (SNP)

Using the comprehensive health and development screening protocol, SNP has resulted in the screening of more than 2,000 children. Over one-third of the children screened have resulted in referrals for in-depth assessment or additional services. A further review of the program will be presented in October.

School Readiness

The School Readiness Initiative has been renamed the School Readiness "Program" to alleviate long-standing confusion caused by use of the program initials, "SRI."

Child Development Forum

In June, state staff attended a meeting of the First 5 California co-sponsored International Collaborative in Early Childhood Systems. The conference was attended by a range of early development professionals and policymakers from Canada, the US,

Great Britain, and Australia. Ms. Perry found the exchange of ideas very valuable and recommended a greater planning role for First 5.

Public Relations, Media and Community Outreach

As a component of the public relations, media and communication outreach work, refinement and final development is progressing on the First 5 California web site.

Health Access for All Children

While First 5 California continues to work with the Managed Risk Medical Insurance Board (MRMIB) on the Healthy Families Buy-In, we will delay discussion of the Health Access Initiative's future direction pending the outcome of Proposition 86 in the November election. The ballot initiative proposes to support a number of health programs including funding for a children's health insurance program, so it is prudent to postpone any discussion until we know the state of children's health insurance financing in California.

LEGISLATION AND ADVOCACY

Collaboration with Governor's Office and Administration

First 5 California participated in a press conference on Governor's preschool initiative. The 2006 Budget Act contains \$100 million for a statewide preschool program, family literacy and expansion of preschool facilities.

RESEARCH AND EVALUATION

Statewide Research & Evaluation Contractor Litigation

The lawsuit filed by Westat against the Department of General Services (DGS), on their decision to uphold the protest submitted by SRI International, was heard in Sacramento County Superior Court on Friday July 7, 2006. Counsel from the Attorney General's office representing First 5 California and DGS, along with attorneys from Westat and SRI International, were present and spoke at the hearing. The judge took the case under submission and noted a decision would be released at a later date. As of this date, no decision has been released.

Commissioner Vismara noted the importance of including the county partners in the Commission's work with the Governor's Office to be sure the discussion reflects what's happening "in the trenches."

Chairman Ramirez said all press events and visits include local County Commissions or First 5-funded projects. He is also exploring the possibility of tag lines at the end of ads informing the public of how they can access services in their local area.

PUBLIC COMMENT: None.

Agenda Item 6 – First 5 Association of California Report

First 5 Association of California (Association) Executive Director Sherry Novick reported on the following activities:

The 2006 Statewide Conference was attended by more than 750 people and received excellent reviews. She thanked Chairman Ramirez, Ms. Perry, and state staff for their participation and involvement in the conference.

The Association continues to convene counties involved in the Power of Preschool (PoP) demonstration project and other preschool expansion efforts in a learning community format to share their experience and learn from one another. This is a format that has proved to be very useful for counties and may be used for other program areas in the future.

The Association has completed a comprehensive fiscal training program, conducted by the Government Finance Officers Association, which was available to all County Commissions over the last several months. The training was provided in an effort to help commissions implement best practices and meet the requirements of recent legislation.

The Association has been involved in discussions with the Governor's Office and legislative staff about the proposal to expand state-funded preschool in neighborhoods with low achieving schools. Ms. Novick noted that First 5 has been able to bring data from First 5 School Readiness and PoP programs to help inform the discussion.

The Legislature passed AB 2932 (Chan), the Association's clean-up bill to AB 109 (Chan) and SB 35 (Florez). The bill, which is awaiting the Governor's signature, specifies the state laws with which County Commissions must conform related to conflict of interest and procurements/contracting.

County Commissions have been revising their strategic plans over the past year and are looking at resources and how to best target future efforts (e.g., to existing or different efforts in the community). Plans will be available on-line in the future.

Commissioner Vismara commented that the California Legislative Commission on Autism will hold its first meeting in September 2006 and will present a prime opportunity for sharing First 5 practices.

PUBLIC COMMENT: None.

Agenda Item 7 -- Proposed Meeting Calendar and Locations for 2007

Legislative Director Tina Chiginsky proposed locations for the 2007 Commission meetings. Issues taken into consideration were the regions specified by State Commissioners at the May meeting, local County Commission interest, Association input, availability of an appropriate facility and accessibility to an airport.

PUBLIC COMMENT: None.

ACTION: Commissioner Attore moved to approve the proposed dates and locations for First 5 California Commission meetings in the 2007 calendar year. Commissioner Kears seconded the motion and the Commissioners unanimously approved it.

The approved dates and locations are as follows:

January 25-26, 2007	Sacramento
March 15, 2007	Riverside
May 17, 2007	Oakland
July 19, 2007	Humboldt
September 20, 2007	Fresno
November 15, 2007	Sacramento

Agenda Item 8 – First 5 California Highlights

Ms. Perry announced that the presentation by The Rogers Group of a draft video that highlights First 5 program and successes would be done in October instead of today.

Instead of the video presentation, Ms. Perry discussed the Hands on Health Mobile Outreach campaign, followed with a slide show of photographs from the mobile van campaign. Perry described the mobile outreach campaign as a groundbreaking, grassroots effort aimed at addressing key health issues facing children ages 0 to 5 and their families through fun, interactive games, music and visit the van when it's in their area.

The van is stopping in 25 cities across California this summer. Because of its success, First 5 is working on a second phase of the mobile outreach campaign. Communications Director Elisa Bupara added that the van had been very well received and that it would stop in Sacramento on July 22 and 23. She invited the public to stop by.

Commissioner Vismara asked whether the tour included information about special needs. Commissioner Walker Duff stated that it would be good to have information available on special needs services and to depict children with special needs when possible. Ms. Bupara said through partnerships with local commissions and grantees, the van was indeed providing resource and referral information about special needs. She added that some of the venues have included a special focus on special needs children such as a special needs child tossing out the first pitch at a recent Central Valley stop and that mobile van staff engage parents in conversations addressing special needs.

PUBLIC COMMENT: None.

Item 9 – Ad Campaign

Ms. Bupara introduced Greg Pinelo of GMMB, the state's advertising contractor. She said Mr. Pinelo joined the First 5 team following the departure of Roy Behr.

Mr. Pinelo presented the State Commission Media and Public Relations Subcommittee's recommendations for the next phase of the state's advertising campaign as well as an overview of previous media campaigns. Overview information:

- Ad flights have aired every 7-12 months
- Integrated, multilingual efforts have been budgeted at \$16-20 million and lasted 10-12 weeks
- \$22.6 million available for the 2006-2007 fiscal year
- 2006-2007 is final year of current contract

Mr. Pinelo presented the Subcommittee's recommendations for FY 2006-2007:

- Resume advertising in late 2006 or early 2007 for 10-12 weeks

- Utilize existing ads
- Focus on strategic priorities of health and school readiness

Topics to be addressed in next media effort include pediatric obesity prevention (*Portraits* and *Home Movie*) for general and Spanish-language markets, smoking prevention (*Newborn Tendencies*) and cessation for Asian-Pacific Islander markets and preschool (*Growing Down*, *Stages* and *I Want*) in all markets. Approximate cost of next media campaign would be about \$20,330,000. These reflect the Commission's priorities of health, preschool and tobacco use prevention and cessation.

Mr. Pinelo played a DVD of all the ads recommended by the subcommittee.

Commissioner Vismara said that he didn't agree with the large expenditures of funds for TV advertising. He said he didn't think it was the most efficient use of First 5 funds. He said he had concerns about whether the Commission should be in the advertising business. He also wanted to know whether there was any information regarding the impact of the ads. Commissioner Vismara also expressed concerns about the obesity ads not making a clear distinction between Type 1 and Type 2 diabetes as well as the stigma on overweight people.

Ms. Bupara and Commissioner Walker Duff said that Proposition 10 mandates the Commission to spend 6 percent of its funds on public education and outreach including paid advertising. Commissioner Vismara responded that the statute did not specially address "paid" advertising.

Mr. Pinelo said that healthcare professionals from across the country have called expressing their gratitude for the First 5 pediatric obesity prevention campaign and have requested copies of the ads. Ms. Bupara said she has received dozens of calls from doctors, nurses, hospitals and clinics asking for the ads so they can play them in their waiting rooms for their constituents. She said the feedback has been that the ad campaign was a good first step addressing childhood obesity. She said that the first-of-its-kind ad campaign targeting parents of young children only aired once and it was too early to really measure results, but that the intent of the campaign was not necessarily a call to action, but to raise awareness of the issue as it relates to the choices parents make for their young children.

Commissioner Medina asked if there was a way to measure whether there was an impact between the ads and demand for services and how we would reach the Asian Pacific Islander community if all ads were in English. Mr. Pinelo said all the First 5 ads are produced in multiple languages, including several Asian languages.

Commissioner Vismara asked what would happen to the funds if they were not approved for advertisements. Ms. Perry responded that approximately \$20 million would be unexpended and could not be carried over to the next fiscal year without the Commission's approval.

Commissioner Vismara asked if the Association had taken a position on the advertisements. Ms. Novick explained that the Association does not take positions on such matters but in most cases, everyone agrees with the message and the

advertisements complement local activities. The only area of concern is when it creates a demand for services that don't exist or cannot be made available at the local level.

Commissioner Walker Duff stated that advertising is an effective use of Proposition 10 funds. She also quoted the Act and said it specifically uses the work "media". Chairman Ramirez said that the topic of paid advertising and an analysis of the effectiveness of advertising campaigns would be addressed during the strategic planning process for subsequent years.

PUBLIC COMMENT: First 5 Sacramento Executive Director Lin Batten said that nutrition and obesity were a priority for First 5 Sacramento and that the Sacramento Commission had invested \$15 million toward their initiative. She noted that the First 5 California ads target parents, but suggested that future ads target fast food restaurants and the business and food industry in hopes of making them offer healthy alternatives.

ACTION: Commissioner Kears moved, and Commissioner Walker Duff seconded, approval of the recommendations of the State Commission Media and Public Relations Subcommittee regarding the next phase of the First 5 California advertising campaign. The next campaign focused on childhood obesity, preschool and anti-tobacco, will air for about 12 weeks in late 2006 or early 2007. The motion was approved with Commissioners Attore, Kears, Medina, Ramirez and Walker Duff voting yes, and Commissioner Vismara voting no.

Item 10 – Statewide Partnership Program

Ms. Bupara told Commissioners that the State Commission had approved a \$21 million public relations request for proposals (RFP) in October 2004 and that the Statewide Partnership Program was a component of the public relations contract with The Rogers Group. Of the \$21 million, \$9 million was earmarked for the Statewide Partnership Program and it is a deliverable of The Rogers Group to implement the program. Ms. Bupara then introduced Shelly Holmes of The Rogers Group.

Ms. Holmes discussed the intent of the Statewide Partnership Program and introduced subcontractors Paul Vandeventer of Community Partners and Wendy Lazarus of the Children's Partnership. Community Partners and the Children's Partnership will be responsible for developing the program.

Mr. Vandeventer and Ms. Lazarus said the Statewide Partnership Program is a component of a broad statewide communications campaign with a focus on outreach and capacity building for parents and caregivers of children ages 0-5. The purpose would be public education and outreach on how to access services for young children, especially those funded by First 5. The program would include leadership development.

Mr. Vandeventer said that upon Commission approval they would release a request for proposals (RFP) to identify 5-8 statewide partners for the program who meet specific criteria. In association with The Rogers Group and First 5 staff, the subcontractors will review detailed work plans, budgets and outcomes as well as assess partner qualifications. The 5-8 partners would represent California's diversity.

Commissioner Kears said that the Subcommittee [which includes Commissioners Kears and Medina and First 5 County Executive Directors Lin Batten (Sacramento) and Harry Freedman (Riverside)] looked for ways to address criticisms to the earlier community based organization program, making corrections and improvements, and to achieve the objectives of greater input, accountability and participation from the communities – especially those communities that may have been underserved by First 5 California and the County Commissions in the past.

At this time, Commissioners Ramirez and Walker Duff disqualified themselves from any discussion, deliberation or vote on this item due to a potential conflict of interest.

Commissioner Vismara asked about including language in the RFP and evaluation criteria that would address cultural and linguistic diversity as well as children with special needs and their families. He asked how can you be sure, when selecting the partners, that they will address special needs and linguistic and cultural diversity? Ms. Lazarus said she would include more explicit language that addresses Commissioner Vismara's concerns.

PUBLIC COMMENT: Ms. Novick, First 5 Association of California, said there needed to be statewide coordination geographically between the program (the grantees actually doing the work) and County Commissions. She said the messages of the program needed to be coordinated with the local County Commissions in case they address services that are not offered by the local County Commissions. Commissioner Kears said that the Subcommittee had extensive discussions about ensuring coordination between the grantees, regions and local County Commissions.

ACTION: Commissioner Kears moved, and Commissioner Attore seconded, to approve the Statewide Partnership Program plan, including using a competitive bidding process to identify 5–8 appropriate nonprofit organizations that have a statewide presence and the ability to conduct grassroots outreach to provide education, outreach and leadership development enabling parents and caregivers of children ages 0 to 5 in local communities to access First 5 services for their children. The \$9 million Statewide Partnership Program is a component of the State Commission's existing public relations contract with The Rogers Group.

Commissioner Vismara amended the motion to approve the Statewide Partnership Program plan, including using a competitive bidding process to identify 5–8 appropriate nonprofit organizations that have a statewide presence and the ability to conduct grassroots outreach to provide education, outreach and leadership development enabling parents and caregivers of children ages 0 to 5 in local communities to access First 5 services for their children. Further, the RFP will specifically identify and enumerate certain criteria in both the RFP as well as any assessment tools that will ensure that parents, children and caregivers that have disabilities and special needs are appropriately targeted and served through this process. The \$9 million Statewide Partnership Program is a component of the State Commission's existing public relations contract with The Rogers Group. Commissioner Kears seconded the amended motion, which was approved with Commissioners Attore, Kears, Medina and Vismara voting yes, and Commissioners Ramirez and Walker Duff abstaining.

Ms. Perry announced that Kevin Ryan of The Rogers Group is leaving the firm for another career opportunity. She thanked him for his hard work and dedication to First 5 and those we serve.

Item 11 -- California Early Care and Education Workforce Study

Dr. Marcy Whitebook from the Center for the Study of Child Care Employment at UC Berkeley and Fran Kipnis, of the California Child Care Resource and Referral Network, presented the findings of the California Early Care and Education Workforce Study. The overall goal of the study was to collect information on the current characteristics of the early care and education (ECE) workforce; particularly its educational background, and its potential need and demand for further opportunities for professional development. Her presentation highlighted an early childcare workforce that is ethnically and linguistically diverse with strong commitments to the early childhood education field. The study revealed that a majority of childcare providers and preschool teachers lack education and/or training in working with children who are dual language learners and only about half have had education and/or training for working with children with disabilities or other special needs. In addition, Dr. Whitebook identified ECE workforce challenges that include low pay, recruitment and retention, and appropriate educational opportunities.

Dr. Whitebook presented the following findings from the statewide study:

- The total ECE workforce in California is approximately 130,00 people, who educate and care for about 750,000 infants and/or preschoolers.
- This workforce includes: 37,500 providers and 18,500 paid assistance in licensed family care, and 45,000 teachers, 23,000 assistant teachers and 7,000 directors in licensed child care centers.
- Licensed family care providers are predominantly in the 30–54 year age group, with only 7% younger than 30.
- The early education workforce is more diverse than K-12 teachers, but not as diverse as the child population. With the exception of center directors, they are also more linguistically diverse than the general adult population.
- Family childcare providers care for approximately 250,000 children, generally in mixed age groups, but with half age 2 or younger.
- Centers care for approximately 542,800 children, with close to 70% in the 3–5 year age group.
- 21% of family child care providers and 56% of centers care for at least one child with special needs.
- Among White (non-Hispanic), African American, and Asian Pacific Islander providers, a higher percentage have BA degrees than the general population.
- Across the board, teachers and home-based providers have education levels that exceed licensing requirements.
- Providers are much more likely to have training to care for children with special needs than to care for children who are dual language learners.

Recommendations made in the study:

- Increase access to upper division courses for providers who have all their lower division units;
- Create a pay scale that rewards higher levels of education;

- Increase providers' ability to work with children from non-English-speaking households (1/3 of the children) to ensure they are school-ready;
- Find ways to learn more about the license-exempt workforce, who are difficult to track and not included in this study; and
- Increase the diversity of the provider population in leadership of the ECE field.

Commissioner Medina requested that the Commission consider, as it prepares the Strategic Plan, the challenges that providers are facing, the resources they need and how First 5 California can assist in this area.

Commissioner Walker Duff commented that the Commission Subcommittee on Research and Evaluation recommended that the study be completed. As a person working in the childcare field, she appreciates the reliable and useful data that the study will provide locally and statewide.

PUBLIC COMMENT: None.

CLOSED SESSION – Chairman Ramirez excused the audience from the room.

Agenda Item 21 – Pending Litigation

Pending litigation (Government Code § 11126(e)(2)(B)(i), special counsel advised the Commission concerning the status of the Sacramento District Attorney's investigation.

Agenda Item 18 – Performance Evaluation: Executive Director

Legal Counsel advised the Commission concerning the performance evaluation for the Executive Director [Government Code § 11126(a)(1)].

Agenda Item 19 – Complaint Against a Public Employee

Legal Counsel advised the Commission concerning a complaint against a public employee [(Government Code § 11126(a)(1))].

Agenda Item 20 -- Pending Litigation

Legal counsel provided the Commission with a status report regarding pending litigation: Westat, Inc. v. Director of the California Department of General Services (SRI, International, and the California Children and Families Commission, Real Parties in Interest), Sacramento County Superior Court Case No. 06CS00606; Government Code sections 11126(e)(1) and 11126(e)(2)(A).

END OF CLOSED SESSION – Chairman Ramirez reconvened the open session at 1:34 p.m.

Item 12 -- Legislative Update

Ms. Chiginsky provided Commissioners with an update on the 2006-07 State Budget, bills that the Commission is tracking and the bills on which it has taken positions. The \$131.4 billion budget (AB 1801) was signed on June 30, 2006 and significantly increases funding for health and human services and public education. Some of the highlights follow:

- \$100 million for a new targeted preschool program, family literacy and expanded preschool facilities.

- More than \$300 million to improve services to children who are abused, neglected or in foster children.
- \$4.4 million for a new requirement for children to have an oral health assessment prior to kindergarten to determine their oral health status and encourage good oral hygiene practices.
- \$118 million to the Department of Mental Health to provide AB 3632 mandated services to special education pupils.
- \$22.6 million for county outreach and enrollment activities targeted at approximately 428,000 children who are eligible for Medi-Cal or Healthy Families program but are not enrolled, and to simplify the application and enrollment processes.
- \$6.2 million to increase visits to licensed facilities and to train licensed analysts for enhanced quality, increased compliance and statewide consistency.

In the area of legislation, the Commission supports the following measures:

- AB 172 (Chan) requires the Superintendent of Public Instruction (SPI) to convene a committee to develop a plan to prepare and train preschool staff.
- AB 1246 (Wolk) requires the SPI to develop and adopt preschool learning standards and to develop preschool curriculum guides in reading, math, history and science.
- AB 379 (Koretz) prohibits a person from smoking in a vehicle, whether in motion or at rest, in which there is a young child.
- AB 1948 (Montanez) requires the California Department of Health Services to conduct a feasibility study on using an electronic application to simultaneously apply for pre-enrollment and enrollment into the Medi-Cal or Healthy Families Program, and to report findings to the Legislature.
- AB 2284 (Jones) requires a foster child 1-3 years of age to receive periodic preventive health and dental assessments.
- AB 2651 (Jones) requires hospitals with licensed perinatal services to administer a hearing screening test to every newborn.
- AB 3071 (Chan) requires the Community Dental Disease Prevention Program to provide preventive and education services that are evidence-based and age-appropriate and to provide supervised treatment to prevent caries.
- AB 2513 (Pavley) requires the SPI to convene an advisory committee to develop recommendations to improve schools' services to autistic children.
- AB 2932 (Chan) clarifies the state laws with which First 5 County Commissions must comply regarding conflict of interest, contracting and procurement.

Ms. Chiginsky noted upcoming legislative deadlines and described some strategies for ensuring that First 5 California is involved in the planning and implementation of the bills that pass into law (e.g., participating in the rulemaking process and serving on task forces).

PUBLIC COMMENT: None.

Item 13 – Recognition for S. Kimberly Belshé

Due to the reorder of agenda items, former Vice-Chair and Commissioner Belshé was not able to attend the Commission meeting. She will be recognized at a later date.

Item 14 – Prenatal to Three

School Readiness Partnerships Director Yvette Rowlett reminded the Commission that in January 2006 it asked staff to provide information to help in considering future strategies to expand support for children 0-3. Staff have divided information on 0-3 into two presentations. The first would be held at this meeting and focus on current research and thinking about early brain development and how it can be influenced by external factors. The second presentation will be made at the October Commission meeting and will highlight best practices in programs serving children 0-3, their families and caregivers.

Ms. Rowlett introduced Cindy Oser, R.N., M.S., Director of the Western Office, and Florence Nelson, Ph.D., Senior Policy Associate, of ZERO TO THREE (ZTT), a national, nonprofit, multidisciplinary organization that advances its mission by informing, educating and supporting adults who influence the lives of infants and toddlers. Ms. Oser provided an overview of what is known about the importance of these years. Among the points she made:

- Early social-emotional experiences are critical to the “wiring” of the brain because neurons organize themselves according to a baby’s repeated experiences and environments. This process begins before birth and continues after age three. Roughly 85% of the brain’s core structure is formed by age 3.
- Physical, cognitive, and emotional development cannot be separated in this period of life.
- The “nature vs. nurture” debate is simplistic and scientifically obsolete.
- Stable relationships can ameliorate damage to brain development caused by poverty or other difficult environments. The earlier and steadier the intervention, the better.
- Parent mental health, substance abuse, and family violence impose heavy burdens on the developing brain. No single risk factor is pre-eminent; it is the combination that puts babies at risk.
- Babies with depressed mothers have speech delays and smaller vocabularies due to lessened interaction.
- Increasingly economists are recognizing that investment in “human capital” at the earliest stages of child development reaps economic rewards for society. This includes “non-cognitive” skills, such as motivation, perseverance, tenacity and self-control.

Recommendations for First 5 consideration:

- Reduce risk and increase resilience in the environments where children grow and develop;
- Begin early (prenatally) and continue on through school;
- Support parents in their parenting role;
- Align anticipated outcomes and program strategies; and
- Include the necessary elements: a relationship-based approach, evaluation and data capacity, leadership development, building public will, workforce development, and leveraging resources with other partners.

Commissioner Vismara commented that it is encouraging that people, at all levels of policy, and communities are recognizing the importance of developmental screening. He added that, unfortunately, such screenings are not always conducted and resources

are not always being available. He encouraged ZTT to pursue this issue. Ms. Oser responded that the Commonwealth Fund is conducting a survey of diagnostic screens. Commissioner Vismara commented that ZTT may want to look into providing recommendations to implement assessments. If those recommendations are made, Commissioner Vismara would want to consider them at the Commission's January Strategic Planning meeting. (Staff note: ZTT is not on a contractor of First 5 California. They have no plans to pursue this issue at this time.)

PUBLIC COMMENT: None.

Item 17 -- KCEd™ – The Second Season of *A Place of Our Own* and *Los Niños en Su Casa*

Program Management staff Sarah Neville-Morgan introduced Al Jerome, President and CEO of KCET Los Angeles who presented highlights of the second Season of the KCEd™ series targeted at educating parents, family, friend and neighbor (FFN) and other childcare providers of children under age 5. KCET's presentation covered information on reach, awards, viewers, program effectiveness, workshop participants and website visits.

Mr. Jerome brought with him the 2005 George Foster Peabody Award recently given to the series. He informed the Commission that a copy of the award is being created for them. Mr. Jerome explained that the Peabody award recognizes radio and television stations and producers for distinguished achievement and meritorious service. Peabody awards are the oldest, and most distinguished in broadcasting and must be selected by a unanimous vote of the judging panel. This year the panel received over 1,000 entries and only granted 32 awards. In addition, Mr. Jerome presented the Commission with plaques of the two Parent's Choice Recommended Awards the series won and informed them that *A Place of Our Own* was just nominated for a 2006 Los Angeles regional Emmy while *Los Niños en Su Casa* won a 2005 Los Angeles Regional Emmy Award in the category of "Best Informational/Public Affairs Series".

The shows reached an underserved population and KCET is especially proud that their targeted outreach efforts were so effective with African American viewership tripling from 4 percent in Season 1 to 15 percent in Season 2.

Following Mr. Jerome's presentation, Ms. Neville-Morgan presented a proposal for up to \$6 million for a three-year funding term beginning October 2006 and ending September 2009 to continue the KCEd™ Initiative (originally funded by First 5 California in March 2004 and then again in July 2005). The timing of the three-year request corresponds with funding support by BP and the Children and Families Commission of Orange County as well as a national distribution agreement with the Corporation for Public Broadcasting that is contributing an additional \$3.8 million over the next three years.

Commissioner Duff commented that she has had concerns about his project in the past but was really pleased by today's update and happy to see that all of her prior comments had been addressed, particularly the successful outreach to the African American community. She remarked that parents could benefit from this as well. Ms. Neville-Morgan replied that in response to Commissioners' request, a parent was added to every panel.

Commissioner Attore asked how confident KCET felt about the request to BP for additional funding due to the grant from the Corporation for Public Broadcasting. Mr. Jerome replied that KCET cannot predict how BP will respond but they are very supportive with the series and pleased of its direction. The current exclusive corporate underwriting agreement with BP is for California. Now that other states will have an opportunity to pick up the show, it gives a broader audience.

Commissioner Attore remarked that this was a remarkable project and that KCET should be proud of it and all its accomplishments. Other Commissioners echoed the sentiment.

Commissioner Walker Duff suggested that since the Commission's Informal Care Committee was eliminated, that the KCED™ Initiative might fall under the Media Subcommittee's purview. Ms. Perry concurred that the Media Subcommittee appears to be the appropriate oversight entity as the Friends, Families and Neighbors (FFN) Subcommittee was dissolved at the March 2006 Commission meeting.

Commissioner Walker Duff asked where the \$6 million in Proposition 10 funding would come from for this project. Ms. Neville-Morgan replied that it would be drawn from available funds in the Childcare Account.

PUBLIC COMMENT: None.

ACTION: Commissioner Attore moved, and Commissioner Medina seconded, that the Commission approve funding KCET for Seasons three, four, and five of KCED™ – “*A Place of Our Own* and *Los Niños en Su Casa*” for the amount of up to \$6 million. This project will include the television series, corresponding interactive websites, outreach to the community, and trainings held in collaboration with community partners for parents and family, friend, and neighbor caregivers. The item was unanimously approved.

Item 16 -- First 5 California Equity and Diversity Project

Barbara Marquez presented the process for developing and highlights from the *Operational Plan for the Principles on Equity to sustain and strengthen the cultural and linguistic diversity of First 5 policies and programs*.

Ms. Marquez explained that Action Plans will be developed for the two key priority areas and shared with the State Commissioners for their approval during their January 2007 meeting. As part of the discussion on this item, Chairman Ramirez questioned whether or not there might be any conflict between the Action Plans for the Priority Areas and the First 5 Strategic Plan that will be developed over the next six months. It was explained that the Diversity and Equity Steering Team did not want the work generated from the Operational Plan to be viewed as a separate and stand alone project. Rather, its activities, technical assistance, resources and tools will be made available and used for the enhancement of the current investments and any future projects and initiatives of First 5 California.

Chairman Ramirez questioned why this effort is referred to as “a project” given that this work is core to First 5 operations. Commissioner Walker-Duff suggested “Diversity and Equity Implementation” might be a better-suited title.

The plan, developed by a steering team that included county commission representatives, disability and equity experts, and members of the Advisory Committee on Diversity, and with input from the Commission Subcommittee on the Equity Principles (Commissioners Duff and Vismara), call for creation of a Diversity Steering Committee to oversee implementation of the Operational Plan and development of action plans focused on two primary goals. The two top priority areas are to:

- Strengthen early literacy and language skills of all young children to ensure a strong foundation for English acquisition and reading success, and
- Strengthen the capacity of service infrastructure for children in resource-poor communities.

Other priority areas are to:

- Work to ensure all 5-year-olds have a strong foundation to become dual language learners.
- Provide technical assistance to help County Commissions collect appropriate information and use disaggregated data to inform decision-making related to different subpopulations and groups.
- Disseminate policy research that highlights disparities and advocate for improvements in public systems and policies to close gaps in services and funding.

PUBLIC COMMENT: Executive Director Steve Thaxton, First 5 El Dorado County, a member of the Commission’s Advisory Committee on Equity and the steering team that developed the Operational Plan, noted that the Principles on Equity have been useful in his county, and said the steering team had focused on supporting existing county-level work, as well as how to assist counties with new efforts in this area.

ACTION: Commissioner Walker Duff moved, and Commissioner Kears seconded, to approve the *Operational Plan for the Principles on Equity to sustain and strengthen the cultural and linguistic diversity of First 5 policies and programs*. The Commission unanimously approved the item.

Item 15 – Power of Preschool (PoP) Demonstration Projects

Power of Preschool PoP Implementation Status

Maria Balakshin, interim PoP Director, presented the Commissioners with information on the status of the nine PoP Demonstration Projects. Highlights included:

- Four counties in fiscal year 2005-06 served approximately 1,700 children.
- By fall 2006 all nine counties will serve approximately 9,500 children.
- Total projected number of children to be served at the end of the five years is 85,000.
- Total dollars allocated to all demonstration projects for the five years will be \$68,055,950.
- \$3 million was allocated for PoP-related TA. A workgroup of PoP counties and representatives of the Association will develop a plan for consideration at the next Commission meeting. It will be designed to benefit the participating counties as well as other counties that are planning or implementing universal efforts.

Commissioner Vismara asked for clarification on the 1,700 children served in 2005-06. He wanted to know how many children with special needs were served. Only three of the four counties reported serving children with special needs. Out of the 1333 children, 92 children (7%) were special needs. This percentage is expected to increase as participating children receive developmental screenings because many are coming with special needs that have not yet been identified.

Future PoP Planning Activities

Ms. Balakshin explained to Commissioners that staff are considering possible uses for the remaining balance from the original \$90 million (\$21,844,000) to fund the Power of Preschool Demonstration projects. The two options presented were:

- Increase the reimbursement rates for the current PoP Demonstration Projects.
- Increase the number of counties by seeking a third round of request for applications (RFA).

Modification to PoP Quality Criteria

Ms. Balakshin presented State staff's proposal to modify Quality Criterion #2 as it relates to the Environmental Rating Scales. The Quality Criterion now requires providers to have an entry-level score of 5. Staff recommends that the Quality Criteria be modified as follows:

- The entry-level score for providers will be a "4", which is obtained by averaging 43 indicators of the Early Childhood Environmental Rating Scale (ECERS) and averaging the 40 indicators of the Family Day Care Rating Scale (FDCRS).
- Counties may choose to require a higher entry-level score
- Within a period of 24 months, providers must receive an overall score of "5" which is obtained by averaging the indicators.
- At entry-level and throughout their participation, providers must receive, at a minimum, an average of "3" on each of the sub-scales for the applicable environmental rating scale.

Commissioner Vismara wants to make sure modifying quality criterion #2 would not have a negative effect on children with special needs. He commented that he didn't know if the proposed criteria change would affect the special needs population given the motion made at the July 2003 Commission meeting to dedicate 10% of PoP funds to special needs. State staff will research and discuss this issue with Commissioner Vismara.

Commissioner Kears suggested that \$11 million of the remaining funds be applied to improving quality or serving children with special needs.

PUBLIC COMMENT: Jessica Mihaly (San Mateo) spoke in favor of the modification to quality criteria #2 and explained why the implementing counties recommended the change in the Environmental Rating criteria. She noted that the average score in San Mateo and San Francisco currently is only 3.8 but felt that the proposed time period to raise the score was adequate. Ms. Milhay also felt that the change would not affect children with special needs. Commissioner Kears asked if an average score of 4 might be too high to recruit sufficient providers but staff said that doesn't yet appear to be the case.

Robert Peck, California County Superintendents Educational Services Association (CCSESA) Preschool Director, thanked the Commission for supporting universal preschool. Ms. Peck mentioned that providing an opportunity for more counties to participate in the PoP Demonstration Projects and expansion in the number of sites would be appreciated.

Donita Stromgren, California Resource and Referral Network and Yolo County First 5 Commissioner, discussed working with the Governor's office to enhance the new preschool spaces that are being created. She pointed out that the Governor's preschool proposal will reimburse programs at the current rate and suggested the Commission might want to use some of the unexpended funds to enhance the rate. Ms. Stromgren stressed the importance of not duplicating efforts for providing preschool.

ACTION: Commissioner Walker Duff moved, and Commissioner Kears seconded, to approve the recommendation to modify the Power of Preschool Demonstration Project Quality Criteria #2 as it related to the Environmental Rating Scales. The Commission unanimously approved the item.

Agenda Item -- Adjournment

The Commission meeting adjourned at 3:49 p.m. The next scheduled Commission meeting is October 19, 2006, in Sacramento.